

Benson & Hedges Contract Approval Request

PROJECT: Club Benson & Hedges  
PROJECT CODE: E-26  
VENDOR: Gary M Reynolds, Inc.  
FINANCIAL IMPACT: \$1,374,914  
FINANCIAL ELEMENTS: Management Fee \$190,000  
Labor 255,754  
Expenses 929,160  
RESPONSIBILITY: Claire Person  
Manager, Event Marketing  
Edna Moore  
Group Manager, Event Marketing

PROJECT DESCRIPTION:

The 1995 Club Benson & Hedges program is designed to build and further leverage the current empathy brand message into a unique premium brand positioning.

A customized double decker bus will be toured in four markets and will serve as a hospitality center at various venues within each market. The hospitality center will offer smokers a cafe-type atmosphere where they can enjoy smoking a cigarette, drinking a cup of coffee, eating select foods, and listening to some form of entertainment; all compliments of B&H. The program will be executed for four to six weeks in each markets.

BUDGET IMPLICATIONS:

These costs were included in the approved budget for the 1995 Club Benson & Hedges program.

COMPETITIVE BID:

See attached

APPROVALS

Accounting

Budgets

Legal

Risk Mgmt.

Claire Person

Edna Moore

Ina Broeman

Bob Mikulay

(for signature)

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